



United States Mint and Governor to Launch Wisconsin Quarter

October 20, 2004

What: United States Mint Director Henrietta Holsman Fore will join Governor and Mrs. Jim Doyle to officially launch the Wisconsin state quarter near Milwaukee on Monday, October 25, 2004. Director Fore will be available for phone interviews this week. She will also participate in a “Coin Collectors Forum” Sunday night at the Hefter Conference Center — University of Wisconsin–Milwaukee, in which coin enthusiasts are invited to share their ideas about future United States Mint products.

A farmers market featuring state products will highlight the ceremonial release of the new quarter, which honors Wisconsin’s proud agricultural tradition. The distinctive quarter design reflects the fact that Wisconsin is known as America’s dairy land and is renowned for its cheeses. Wisconsin is also one of the top five producers of corn for grain in the country.

Children will receive shiny new Wisconsin quarters at the launch and adults may exchange their coins and bills for rolls of Wisconsin quarters. The Wisconsin quarter is the fifth of 2004, and the 30th quarter of the United States Mint’s popular 50 State Quarters Program.

Who: Wisconsin Governor Jim Doyle and First Lady Jessica Doyle

Radio Personality Wayne Larrivee, voice of the Green Bay Packers

Choir from the Colby Elementary School, Colby, Wisconsin

Dance performances by Hmong, Latino, African–American and Native American groups.

When: Monday, October 25, 2004

8:30 a.m. — Gates open; farmers Market opens.

9:30 a.m. — Pre-program begins

10:00 a.m. — Launch Ceremony

11:00 a.m. — Director Fore and Governor will hand out quarters to children; quarter exchange for adults begins

Where: Exposition Center, Wisconsin State Fair Park, West Allis, Wisconsin

Note: Interviews may be scheduled this week by calling the United States Mint at 202–354–7222.

Coin Collectors Forum: Sunday, October 24, 6:00 p.m. to 8:00 p.m. at the Hefter Conference Center near Lake Drive and Hartford Ave. — University of Wisconsin–Milwaukee, 3271 N. Lake Drive, Milwaukee. Street parking only. Public and news media welcome.

For a digital image of the Wisconsin quarter, go to: <http://www.usmint.gov/pressroom/index.cfm?action=photo#SQ2004>

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